In the Claims:

Please cancel claims 17-29 and 31-33. Please amend claims 1-2, 11-12, 14-16, and 34-36. Please add new claims 37-48. The claims are as follows:

1. (Currently amended) A method for ~~suiting a presentation of information to the personality type of a user of the information~~ monitoring at least one session over the Internet between a user and a server, said method comprising ~~the steps of~~:

logging occurrences of events that are implicitly relevant to deducing [[a]] at least one value of each personality type variable of a plurality of personality type variables of a personality type indicator associated with the user during a first session over the Internet between the user and the server, said events consisting of user interactions with Internet web sites that the user visits during the first session;

deducing the at least one value of [[the]] each personality type variable ~~of the personality type indicator~~ from the logged occurrences of events by utilizing characteristics of said user interactions with Internet web sites that the user visits during the first session; ~~and~~

recording each value of the deduced at least one value of each personality type variable in a corresponding log that is specific to each value, resulting in a set of logs that comprises the corresponding logs in which said least one value of each personality type variable has been recorded; and

customizing a presentation of information from Internet web sites to the user by the server according to ~~the~~ a value of ~~the variable of~~ the personality type indicator.

2. (Currently amended) The method of claim 1, wherein ~~the presentation of information is delivered from a server to the user by Internet~~ <u>said characteristics of said user interactions comprise a total amount of time that the user dwells on a web page of an Internet web site of said Internet web sites during the first session</u>.

3-10. (Canceled)

11. (Currently amended) [[A]] <u>The</u> method <u>of claim 1, wherein said characteristics of said user interactions comprise a brevity or lengthiness of postings by the user to chatrooms of said Internet web sites during the first session.</u> ~~for monitoring a session over the Internet between a user and a server:~~

~~observing events over the Internet that the user participates in during the session, said events being related to a plurality of personality type variables pertaining to the user; and~~

~~recording a specific value of a personality type variable of the plurality of personality type variables for each event of said events in a log that is associated with the specific value of the personality type variable, resulting in a set of logs comprising a separate log for each specific value of the personality type variable.~~

12. (Currently amended) The method of claim [[11]] <u>1</u>, said method further comprising deducing [[a]] <u>the</u> personality type indicator associated with the user, said personality type indicator comprising a best value of each personality type variable of the plurality of personality type

variables, said deducing comprising determining from each log of the set of logs the best value of each personality type variable.

13. (Previously presented) The method of claim 12, wherein determining the best value of each personality type variable comprises executing a majority vote algorithm for each log whose associated personality type variable is a binary variable.

14. (Currently amended) The method of claim 12, said method further comprising:

generating a user record associated with the user, <u>said</u> generating comprising inserting the determined personality type indicator into the user record; and

storing the user record in the server.

15. (Currently amended) The method of claim 14, said method further comprising[[:]] retrieving the user record associated with the user[[; and]]<u>, wherein said customizing comprises</u> customizing a content or style of information ~~adapted~~ to be presented to the user~~; said~~ ~~customizing comprising~~ <u>by</u> utilizing the personality type indicator that is in the user record.

16. (Currently amended) The method of claim 15, said observing, recording, deducing, generating, storing, and customizing being performed <u>during the first session</u> by programmable instructions executing on the server.

17-29. (Canceled)

30. (Previously presented) The method of claim 1, wherein the personality type indicator is a Myer Briggs Type Indicator.

31-33. (Canceled)

34. (Currently amended) The method of claim [[11]] 1, said method further comprising after said recording:

opening a second session over the Internet between the user and the server after the first session has been closed;

customizing a second presentation of second information to the user by the server according to the value of the personality type indicator;

presenting the second information to the user by the server according to said customizing the second presentation;

after said presenting the second information to the user, determining whether the second session is sill active;

if said determining determines that the second session is still active then monitoring for the occurrence of new events that are implicitly relevant to deducing values of the personality type variables pertaining to the user, said new events consisting of user interactions with Internet web sites that the user visits during the second session; and

if said determining determines that the second session is not still active then retrieving the logs and recomputing values for the personality type variables by testing the retrieved logs.

35. (Currently amended) The method of claim [[18]] 34, said system further comprising after

~~said recording:~~

~~determining whether the session is sill active;~~

~~if~~ wherein said determining determines that the second session is still active ~~then~~

~~monitoring for the occurrence of events that are implicitly relevant to deducing values of the~~

~~personality type variables pertaining to the user; and~~

~~if said determining determines that the session is not still active then retrieving the logs~~

~~and recomputing values for the personality type variables by testing the retrieved logs.~~

36. (Currently amended) The method of claim [[18]] 34, ~~said method further comprising after~~

~~said recording:~~

~~determining whether the session is sill active;~~

~~if said determining determines that the session is still active then monitoring for the~~

~~occurrence of events that are implicitly relevant to deducing values of the personality type~~

~~variables pertaining to the user; and~~

~~if~~ wherein said determining determines that the second session is not still active ~~then~~

~~retrieving the logs and recomputing values for the personality type variables by testing the~~

~~retrieved~~ logs.

37. (New) A system comprising a server, said server adapted to execute programmable instructions to perform a computer-implemented method for monitoring at least one session over the Internet between a user and a server, said method comprising:

logging occurrences of events that are implicitly relevant to deducing at least one value of each personality type variable of a plurality of personality type variables of a personality type indicator associated with the user during a first session over the Internet between the user and the server, said events consisting of user interactions with Internet web sites that the user visits during the first session;

deducing the at least one value of each personality type variable from the logged occurrences of events by utilizing characteristics of said user interactions with Internet web sites that the user visits during the first session;

recording each value of the deduced at least one value of each personality type variable in a corresponding log that is specific to each value, resulting in a set of logs that comprises the corresponding logs in which said least one value of each personality type variable has been recorded; and

customizing a presentation of information from Internet web sites to the user by the server according to a value of the personality type indicator.

38. (New) The method of claim 37, wherein said characteristics of said user interactions comprise a total amount of time that the user dwells on a web page of an Internet web site of said Internet web sites during the first session.

39. (New) The method of claim 37, wherein said characteristics of said user interactions

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comprise a brevity or lengthiness of postings by the user to chatrooms of said Internet web sites during the first session..

40. (New) The method of claim 37, said method further comprising deducing the personality type indicator associated with the user, said personality type indicator comprising a best value of each personality type variable of the plurality of personality type variables, said deducing comprising determining from each log of the set of logs the best value of each personality type variable.

41. (New) The method of claim 40, wherein determining the best value of each personality type variable comprises executing a majority vote algorithm for each log whose associated personality type variable is a binary variable.

42. (New) The method of claim 40, said method further comprising:

generating a user record associated with the user, said generating comprising inserting the determined personality type indicator into the user record; and

storing the user record in the server.

43. (New) The method of claim 42, said method further comprising retrieving the user record associated with the user, wherein said customizing comprises customizing a content or style of information to be presented to the user by utilizing the personality type indicator that is in the user record.

44. (New) The method of claim 43, said observing, recording, deducing, generating, storing, and

customizing being performed during the first session by programmable instructions executing on the server.

45. (New) The method of claim 37, wherein the personality type indicator is a Myer Briggs Type Indicator.

46. (New) The method of claim 37, said method further comprising:

opening a second session over the Internet between the user and the server after the first session has been closed;

customizing a second presentation of second information from Internet web sites to the user by the server according to the value of the personality type indicator;

presenting the second information to the user by the server according to said customizing the second presentation;

after said presenting the second information to the user, determining whether the second session is sill active;

if said determining determines that the second session is still active then monitoring for the occurrence of new events that are implicitly relevant to deducing values of the personality type variables pertaining to the user, said new events consisting of user interactions with Internet web sites that the user visits during the second session; and

if said determining determines that the second session is not still active then retrieving the logs and recomputing values for the personality type variables by testing the retrieved logs.

47. (New) The method of claim 46, wherein said determining determines that the second session

is still active.

48. (New) The method of claim 46, wherein said determining determines that the second session

is not still active.